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CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

Contract / Revision		Alt Order #
544283 /		07872052
Product		
DSCC		
Contract Dates	Estimate #	
10/09/12 - 10/16/12	//1139	
Advertiser	Original Date / Revision	
Democratic Senatorial Campaign Committee	10/08/12	/ 10/08/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTKR	Jamie Andrus	Washington, D.C.
Special Handling		
Do Not Mail		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
8217		
Agency Ref	Advertiser Ref	

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
E 1 3		10/09/12	10/12/12	NewsChannel 3 News	5-6am		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-TWTF--					3	\$165.00			
E 2 3		10/09/12	10/12/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-TWTF--					4	\$220.00			
E 3 3		10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	M-----					1	\$220.00			
E 4 3		10/09/12	10/12/12	CBS This Morning	7-9a		:30			NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-TWTF--					8	\$140.00			
E 5 3		10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	M-----					2	\$140.00			
E 6 3		10/13/12	10/13/12	Early Show Saturday	9-11am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-----S-					2	\$150.00			
E 7 3		10/14/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-----S					1	\$470.00			
E 8 3		10/14/12	10/14/12	Face the Nation	1030-11am		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-----S					1	\$565.00			
E 9 3		10/09/12	10/12/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
E 10 3		10/09/12	10/12/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
E 11 3		10/15/12	10/15/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
E 12 3		10/09/12	10/12/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
E 13 3		10/09/12	10/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
E 14 3		10/09/12	10/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	-TWTF--					5	\$315.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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544283 /	07872052
<u>Contract Dates</u>	<u>Product</u>
10/09/12 - 10/15/12	DSCC
<u>Advertiser</u>	<u>Estimate #</u>
Democratic Senatorial Ca	//1139
<u>Original Date / Revision</u>	
10/08/12 / 10/08/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
E 15 3		10/09/12	10/12/12	Newschannel 3 News	5-530pm		:30			NM	4 \$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$400.00		
E 16 3		10/15/12	10/15/12	Newschannel 3 News	5-530pm		:30			NM	1 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$400.00		
E 17 3		10/09/12	10/12/12	Newschannel 3 News	530-6pm		:30			NM	4 \$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$470.00		
E 18 3		10/15/12	10/15/12	Newschannel 3 News	530-6pm		:30			NM	1 \$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$470.00		
E 19 3		10/09/12	10/12/12	Newschannel 3 News	6-630pm		:30			NM	4 \$2,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$590.00		
E 20 3		10/15/12	10/15/12	Newschannel 3 News	6-630pm		:30			NM	1 \$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$590.00		
E 21 3		10/09/12	10/12/12	7-730pm	7-730pm		:30			NM	4 \$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$485.00		
E 22 3		10/15/12	10/15/12	7-730pm	7-730pm		:30			NM	1 \$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$485.00		
E 23 3		10/09/12	10/12/12	M-F 730-8pm	730p-8pm		:30			NM	4 \$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$485.00		
E 24 3		10/13/12	10/13/12	730-8pm	730-8pm		:30			NM	1 \$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-----S-				1	\$70.00		
E 25 3		10/15/12	10/15/12	Monday Prime	9-10pm		:30			NM	1 \$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$1,680.00		
E 26 3		10/09/12	10/09/12	NCIS	8-9pm		:30			NM	1 \$4,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-T-----				1	\$4,705.00		
E 27 3		10/10/12	10/10/12	Wednesday Prime	10-11pm		:30			NM	1 \$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		--W----				1	\$1,765.00		
D 28 3		10/14/12	10/14/12	Sunday Prime	7-8pm		:30			NM	0 \$0.00
E 29 3		10/09/12	10/12/12	Late News (M-F)	11-1135p		:30			NM	4 \$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-TWTF--				4	\$550.00		
E 30 3		10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1 \$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/15/12		10/21/12		M-----				1	\$575.00		
E 31 3		10/13/12	10/13/12	NCAA Football	12-330p		:30			NM	1 \$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week: 10/08/12		10/14/12		-----S-				1	\$625.00		

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Democratic Senatorial Ca	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
E 32 3		10/13/12	10/13/12	NCAA Football	330-7p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-----S-				1	\$625.00			
D 33 3		10/15/12	10/15/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
N 34 3		10/15/12	10/15/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$485.00			

Totals 63 \$30,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	63	\$30,300.00	\$25,755.00
Totals	63	\$30,300.00	\$25,755.00

Signature: _____ Date: _____

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